

# Profile

of BLUE CROSS & BLUE SHIELD of FLORIDA

December, 1969

*In this Issue:*

20-Year Club Meets

Blue Cross Board Adds Two

H. A. Schroder Honored

## 20-YEAR CLUB CHARTER MEMBERS





# Profile

Vol. 2, No. 6

December, 1969

Published monthly for the employees,  
their families, and friends of



**BLUE CROSS OF FLORIDA, INC.**  
**BLUE SHIELD OF FLORIDA, INC.**

532 Riverside Avenue  
Jacksonville, Florida 32201

---

## EDITOR

Carole Utley ..... Public Relations

## REPORTERS

First Floor ..... George McKinnon

Second Floor ..... Gayle Ogletree,  
Dave Hazlehurst

Third Floor ..... Linda Parker

Fourth Floor ..... Tommie Curry

Fifth Floor ..... Ann Goble

Seventh Floor ..... Elaine Sills

Eighth Floor ..... Eugene White

Ninth Floor ..... Anne Pringle

Tenth Floor ..... Mae Hodges

Universal Marion Bldg. .... Henry Zittrower,  
Martha Zipperer,  
Pat McCall  
Sandi Hill

Agency Building ..... Elise Smith

---

## Member

Northeast Florida Industrial  
Editors Association

Southern Council of Industrial  
Editors

® Registered service mark of the American  
Hospitalization Association

® Registered service mark of the National  
Association of Blue Shield Plans

## Greetings of the Season:

*As we again approach the Christmas season and the end of another year, I want to wish each of you joy, happiness and health.*

*We have accomplished a great deal this past year and have every reason to look forward to 1970 as a year of further progress and unity. This prediction is based solely on the loyal support you have all given to our mutual endeavors in 1969. This same loyalty and unity, I am sure, will be forthcoming from all of you as we enter into another year of expansion and progress beginning with our new parking garage and continuing with our new buildings.*

*To you and your families — a joyful and peaceful Christmas from myself and the Staff of Blue Cross and Blue Shield.*

*J. H. Schade*



# PROFILE RECEIVES "AWARD OF MERIT"

## SOUTHERN COUNCIL OF INDUSTRIAL EDITORS

1969 AWARDS PROGRAM

### AWARD OF MERIT

to Profile, May, 1969  
A Profile of 25 years of service to the people of Florida  
Blue Cross of Florida, Inc.  
Carole Utley, Editor

BEST PHOTO STORY

*in recognition of outstanding accomplishment in the field of industrial editing.*

*Presented at the 23rd Annual Southern Industrial Editors Institute  
University of Georgia, Athens, on November 6, 1969.*



*Lyne Brannen*  
President, SCIE

*H. Gershon*  
Chairman, Awards Committee

1969 Evaluation & Awards Program administered by the Georgia Industrial Editors Association

Employees who remember the Blue Cross' Silver Anniversary issue of PROFILE published six months ago may be interested to know it received the Southern Council of Industrial Editors "Award of Merit" for the Best Photo Story.

This certificate was accepted by PROFILE editor Carole Utley at the SCIE 23rd Annual Institute on November 6 at the University of Georgia in Athens.

The May, 1969 Silver Anniversary issue was one of 558 entries competing in 16 categories submitted by industrial editors in nine southern states. A panel of judges announced the winning publications through a slide presentation, with the front and back covers of PROFILE and a two-page pictorial layout of Blue Cross' history being shown on individual color slides.

This particular issue, which also won the "Communicator of the Month" plaque in the Jacksonville area, depicted in nearly 60 pictures Blue Cross' 25 years of service to Floridians and the growth and progress attained from April 27, 1944-1969.



PROFILE is displayed on the exhibit board with other winning publications at the University of Georgia.



## VARN AND COOK ELECTED TO BLUE CROSS BOARD



Lester Varn



James Cook

At its annual meeting on November 5, the Blue Cross Board of Directors elected Lester Varn, Jr. and James T. Cook, Jr., M. D. to the Board.

Mr. Varn, a native of Jacksonville, was educated in local schools and graduated from The Bolles School in 1942. He attended Princeton University, Rensselaer Polytechnic Institute and graduated with a B.S.E. from Princeton in 1946.

He served in the U. S. Navy as Lt. JG during World War II, is married to the former Marjorie Drake, and they have a son, Billy, 13, and a daughter, Kenyon, age 10.

Mr. Varn is owner, director and officer of family corporations, principally President of Consumers Finance Company and Vice President of Varn Investment Company. He was formerly President of Servomation of North Florida, Inc.

His civic, charitable and business memberships include the Jacksonville Area Chamber of Commerce, Committee of 100, St. Luke's Hospital Association (Treasurer) Board, and The Atlantic National Bank Board. He is a member of the Riverside Presbyterian Church.

Dr. Cook is a native of Porterdale, Georgia. He attended Emory Junior College, Emory University, and Emory University School of Medicine. He is married, has one son who is a senior in Medical School, and has three daughters. He entered general practice in Marianna, Florida, where he now lives, in 1946.

He is past President of the Jackson-Calhoun County Medical Society, past Chief of Staff at Jackson Hospital and serves as Department Chief. He organized and was Medical Director of Jackson County Heart Clinic for nine years.

Dr. Cook served in World War II, and saw combat from Normandy through Europe. He was presented 5 battle stars, Combat Medical Badge, and Bronze Star twice for meritorious service in combat conditions.

He served on the Board of Directors of Blue Shield from 1961-1967 and is currently President-Elect of the Florida Medical Association.

## SUGGESTION BOX

The following five winners have been announced by Manager of the Suggestion Award System, Jim Nixdorf:

KATHI McCLURE, Medicare B, received a \$10 award for her suggestion to make up forms for the Ambulance Certification letters.

PAT KEANE, Medicare A, was awarded \$15 for her suggestion to print approval slips for Medicare A on sturdier paper. She also suggested they should be pre-cut to save time, and the file copy be cut and bound in booklet form.

JOHN WILLIAMSON, Printing, has an extra \$10 due to the acceptance of the suggestion concerning Complementary Coverage cards. He suggested they be printed on a continuous form fanfold, six inches wide and perforated every four inches for less handling and easier storage.

LORA WALTON, Medicare B, received \$10 for her suggestion that WATS Operators inquire if medical bills are paid when they discover that a beneficiary is deceased.



LOIS THOMPSON, Tampa Branch Office, received a \$10 award for her suggestion to revise claims information request forms to add a question regarding other insurance on a particular claim. Here Branch Manager Larry Bartlett presents his secretary, Lois, with the \$10 check.

## MASTER MEDICAL DEPARTMENT LAUDED

The following excerpt is quoted from a Florida subscriber's letter, addressed to the Master Medical Department:

"... May I use this opportunity to express my deep and heartfelt thanks to Blue Cross and Blue Shield for their help. Without it we would possibly have lost our home. My husband and I have taken it on ourselves to crusade among his fellow workers and others to tell them of the importance of this insurance."



# MATTIE GODWIN RETIRES

Mrs. Mattie Godwin completed over 19 years of service on November 28 at a reception given in her honor, attended by more than 125 fellow employees.

Mattie's career with Blue Cross and Blue Shield dates back to October 23, 1950 when she was hired as a Supervisor in Subscribers Service. In August, 1951 she was promoted to Manager of the Records Department, presently consisting of 30 people, a position she successfully administered until her retirement.

The Credit Union was a big part of her life at Blue Cross and Blue Shield. She was a member of its Board of Directors and served in the capacity of Treasurer for 15 years. She was also a Board Member of the Gateway Chapter of the Florida Credit Union League for several years. In fact, her devotion and efforts were appreciated so much that she received a \$50.00 gift certificate from the Credit Union in thanks for all she had contributed toward its success today.

Mattie was active in the Little Theatre for many years and was a member of the Southside Business & Professional Women's Club and Zonta International Women's Club.

A native of Raleigh, North Carolina, Mattie plans to spend a portion of her new-found leisure hours visiting and traveling.



Company gifts presented by Mr. Schroder included a portable typewriter, an opal ring and a string of pearls. As she exclaimed over the ring, Mr. Schroder quipped, "Big things come in small packages, including you, Mattie."



When presenting her with the gift certificate, Mr. Schroder added, "It's a loan you won't have to pay back to the Credit Union!"



Mattie accepts best wishes from J. W. Herbert as Lydia Gardner (back of Mattie), Harland Bradford, and Jerry Marshall look on.

Among many of the employees' gifts to Mattie were these red roses from Jack Masters. Another gift, electric scissors, brought forth "We always knew you were a cut-up," from Mr. Schroder. Here she opens a fellow employee's gift, a beautiful decanter.





# HIGHER BENEFIT OPTIONS POUR IN



Stacks of mail began piling up as higher benefit option forms were received at headquarters.



The higher benefits option was offered to over 100,000 subscribers presently on direct pay basis. The first mailing went out October 6, with the last one being completed on November 21.

As of the end of November, 45% of the options had been received, representing a total of over 45,000 returns.

This mailing offered direct pay subscribers the option of increasing their coverage to either the \$24 or the \$30 a day room allowance. It also gave them the option of either increasing their present Blue Shield coverage, or adding Blue Shield coverage if they did not presently have it.

According to Subscribers Service Supervisor Carol Larson, over 75% of the returns indicated preference for the \$30 a day room allowance. Miss Larson reported during the week of October 24 the highest number of option forms were received, totaling over 12,000.



## DON AND RON JOIN HOSPITAL RELATIONS STAFF

Mr. Mel Snead, Vice President of Hospital Relations, has announced that Don Marshall and Ron Fisher have joined the staff of Hospital Relations Representatives.

Mr. Marshall will be assigned to the Riviera Beach Professional Office while Mr. Fisher will work out of the 79th Street Miami Professional Relations Office along with Hal Clauer.

Don is a Hoosier who moved to Florida in March, 1967. He attended Purdue University in Lafayette, Indiana, for three years, and was most recently Supervisor of the Insurance Department of Mease Hospital and Clinic in Dunedin, Florida for two and a half years. He is a retired major, USAR, Adjutant General Corps, and served in Europe during World War II.

Ron just recently transferred from Jacksonville headquarters where he was Assistant Manager in the Cashiers Department and has already taken up residence in Miami.

He was born and educated in Tampa and later attended the University of Florida for two years.



Don Marshall

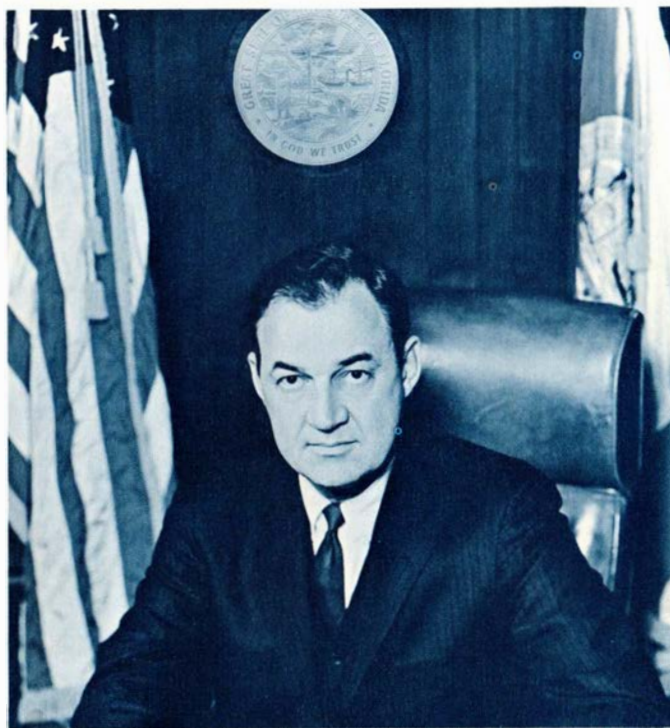


Ron Fisher



"Better to be angry, than dead"

## STATE SAFETY CAMPAIGN UNDER WAY



Governor Kirk

TALLAHASSEE — Courteous Intimidation, a massive safety drive initiated by Governor Claude R. Kirk, Jr., began on December 1, 1969. The crackdown will last 120 days.

The war on highway fatalities will be fought by the 900-man force of the Florida Highway Patrol. Plans call for utilization of every type enforcement method available. It will feature the newest weapon against speeders, VASCAR, an electronic digital computer that can compute the average speed of a motorist in 60 seconds. VASCAR is effective at distances up to one mile away and can clock a vehicle going in any direction.

"Statistics have proven," said Governor Kirk, "that the two greatest contributing causes of automobile accidents are speed and alcohol. Courteous Intimidation is being directed primarily at those drivers who insist upon exceeding our speed limits and/or driving while intoxicated. I must point out, however, that motorists violating other traffic laws will also be stopped by the troopers during the operation. Some people are going to be angry, but, then, it's better to be angry than dead."

Emphasis is also being placed on "fair but firm" justice in our traffic courts. "Florida can no longer tolerate habitual traffic violators being slapped on the wrists, only to leave the courtroom and return to the highways of our State and endanger the lives of other citizens," the Governor added.

It is hoped that a significant reduction in highway deaths and injuries will occur as a result of this intensive crackdown. "Highway safety is everyone's business," said Kirk, "because we are all fighting for our lives."

# 20-YEAR CLUB CH

The faces which appear on the front cover and here are charter members of the 20-Year Club which had its first annual meeting at the Timuquana Country Club on November 14.

Pictured here from left to right, seated, are: N. G. Johnson, Tom Stallworth, Sara Slotterbeck, Bill Snyder, Edwina Thornton, H. A. Schroder, Betty Collins, J. W. Herbert, Evelyn Evans Bruce Lynes, and Mary Lee Butler.

Back row from left to right, standing, are: J. M. Jordan, Charlie Webb, Chuck Meyer, Jack Bond, John Brothers, Cecil Rivers and Jim Hughes.





# CHARTER MEMBERS





# PERSONNEL...ITIES

## Mayor's Purchasing Committee Tabs Jim Williams

Jim Williams, Manager of Office Services and Purchasing Department, has been chosen as one of eleven members of Mayor Hans Tanzler's Purchasing Advisory Committee.



Jim Williams

A letter to Mr. Williams from the Mayor states, "You have been recommended to me for your accomplishments in the purchasing field, and I would like to ask you to serve on the Purchasing Review Committee for the Consolidated Government of Jacksonville."

Mr. Williams attended the first meeting October 24, and advises he will be attending weekly meetings every Wednesday afternoon at City Hall.

In the Mayor's letter to Mr. H. A. Schroder, further explanation was given concerning the new committee's functions. The idea for the establishment of a Committee was made by the Duval County Taxpayers Association which suggested that a Citizens Committee of Professional Purchasing Agents from local companies be formed and asked to review the procedures and operations of the City Purchasing Division.

Congratulations to Jim Williams on this honor. Blue Cross and Blue Shield are proud to have one of their employees chosen to serve on this Committee.

## Golfers Compete For \$50.00 In Merchandise Prizes

Due to the downpour of rain on November 1 at Pine Tree Golf Course, the Employees Club rescheduled its Fall Golf Tournament for November 22, this time at Fernandina Beach Golf Course.

A large number of golfers turned out to compete for \$50.00 in merchandise prizes redeemable at the Fernandina Pro Shop.

### HANDICAP DIVISION WINNERS

	Score	Prize
Ray Pack	72	\$15.00
Kent Jacqmein	75	\$10.00
Bill King	75	\$ 5.00

### LOW GROSS DIVISION WINNERS

Bob Flowers	86	\$10.00
John Slye	91	\$ 7.00
Glenn George	92	\$ 3.00
		<hr/> \$50.00

## EMPLOYEE DCT STUDENTS CAPTURE THREE AWARDS

Three employee Diversified Cooperative Training (DCT) students who work at headquarters during the afternoons have won honors in three categories in competition sponsored by the Florida Cooperative Education Clubs on November 17 at Andrew Jackson High School.

The three winning students are Kathy Taylor, who won a plaque and certificate for Job Interviewing; Vernita Davis, the winner of two plaques for Best Typist; and Debbie Zeigler, first place winner in Extemporaneous Speaking.

Kathy was employed on



Kathy Taylor



Vernita Davis



Debbie Zeigler

June 9 this year and works in the Personnel Department. Her plaque and certificate were for an actual job interview when she was judged for appearance, knowledge of position, telephone voice, and the actual interview itself. Kathy came in second for District III and received her award on November 18 at a breakfast at the Robert Meyer Hotel. She is a senior at Forest High School.

Vernita Davis works as a Claims Consultant for Mr. N. G. Johnson. The two plaques she won represent best typist award for District III. The larger of the two plaques will be returned to District III and the smaller one will go to New Stanton Senior High School, which she attends. Vernita has been employed at Blue Cross and Blue Shield for six months.

It is noteworthy that the first name on the large plaque Vernita is holding is Ginny Porter, 1968-69 winner, who worked in the Blue Cross and Blue Shield Wire Room.

Debbie is a student at Forest High School as is Kathy, and won first place for her three-to-four minute extemporaneous speech on "Education — A Continuous Process." She handles such duties as filing, typing and research for the G-99 desk in Hospital Claims, and has been an employee since September 2 of this year.





Alison Hester, Accounting Department, ninth floor, appeared on the stage of the Little Theatre as Liesl, the oldest of the Von Trapp children, in "The Sound of Music." Pictured above, right, she sings "Do, Re, Mi" with the other children as they appeared on stage opening night.

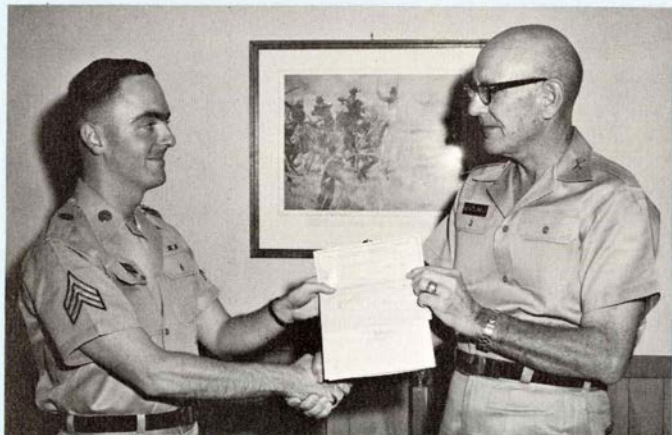
This second production of the 1969-70 season opened November 14 with the final curtain falling on November 29.

Alison, who won the role in competition with 17 other aspiring sopranos, received excellent reviews in the Jacksonville papers as one of seven children in the famous Austrian family, and was described as "doing her numbers beautifully" and a "scene-stealer."

In her role she portrayed a 16-year-old girl in love with a German youth. "Liesl's" five numbers also included "The Sound of Music," "Sixteen Going on Seventeen," and "Edelweiss."

Alison also appeared in "Wonderful Town" last October, and this past May in Paul Galloway's "Night on Broadway."

## EMPLOYEE'S SON RECEIVES RECOGNITION



Thelma Johnson, Blue Shield Approvals, is justly proud of her son, SP4 Glen M. Johnson, who is pictured above receiving a letter of commendation and a \$50 award check as selection of "Outstanding Soldier."

Glen was chosen at the Ft. Sam Houston Unit "Outstanding Soldier" of the quarter ending September 30, 1969, in the grades E4 and below. His letter of commendation from Major General Chester A. Dahlen states, "Your selection . . . is indicative of the pride and interest you take in your uniform, your unit and your work. Your achievement provides an outstanding example for your seniors, contemporaries and subordinates alike."

## JERRY WHITE HEADS COST REIMBURSEMENT DEPARTMENT

Mr. C. H. Meyer, Vice President and Treasurer, Finance Division, has announced the appointment of William G. (Jerry) White as Manager of the Medicare Cost Reimbursement

Department effective October 1, 1969. This department is located in the Agency Building on Myra Street on the first floor.

Mr. White had been serving as acting manager since he succeeded Jim Hornsby, now associated with the Blue Cross Plan of North Carolina.



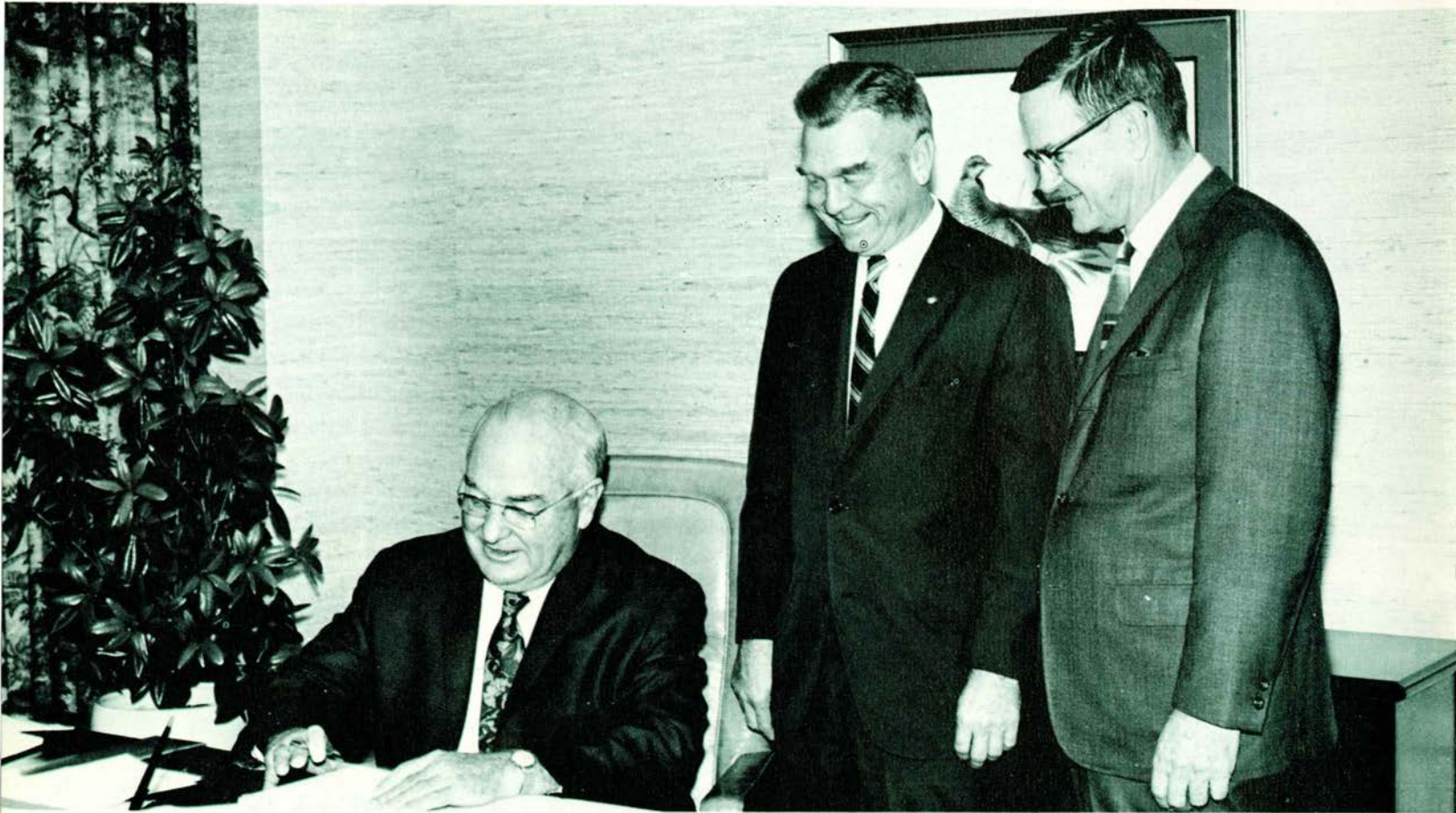
Jerry White

Mr. White has a B.S. degree in Accounting from Delta State College in Mississippi, and was associated with Ernst & Ernst, and Hall & Fisher, Certified Public Accountants, prior to joining Blue Cross as a staff accountant in August, 1966. Jerry and his wife have two daughters, Melanie, age 2, and Allison, 3 months.

Functions and responsibilities of this department along with information concerning the entire Finance Division, its employees and their responsibilities, will be elaborated on in the January issue of PROFILE.



# \$2.89 MILLION GARAGE CONSTRUCTION STARTED DECEMBER 1



Pictured above signing the contract for construction of a \$2.89 million four-story parking garage is H. A. Schroder. Center is William E. Arnold, President of W. E. Arnold Company, contractor, and Stewart Roberts, right, of the architectural firm of Saxelby, Powell and Roberts.

The building, expected to be completed by next November, will provide parking spaces for 1,200 cars, as well as 65,000 square feet of space for storage, supplies and records.

## New Medicare Supervisor



Annette Wadley

Annette Wadley has been promoted to Supervisor of the Review Section of Medicare B, effective November 10.

Annette has been an employee of Blue Cross and Blue Shield since February 13, 1967, and was appointed Section Leader this year on March 17.

## Jo Ann Verlanic Promoted

Mrs. Jo Ann Verlanic has been promoted to Assistant Manager to Jack Baker, Cashiers Department, effective November 10.



Jo Ann Verlanic

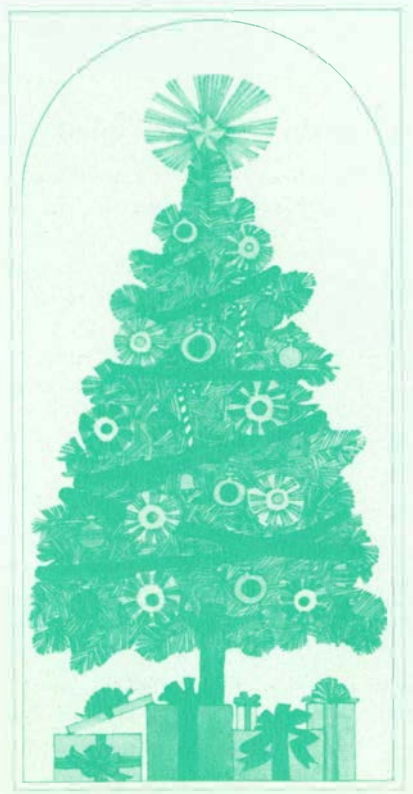
Jo Ann replaces Ron Fisher who has been transferred to Miami as a Hospital Relations Representative. (See story concerning him on page 7.) She had 4½ years service with the company before she quit. After an absence of 15 months she was rehired, and she now has over 15 years with the company, all in the Cashiers Department.

Among her many duties is the responsibility of handling all returned cash items and all checks returned from the banks.

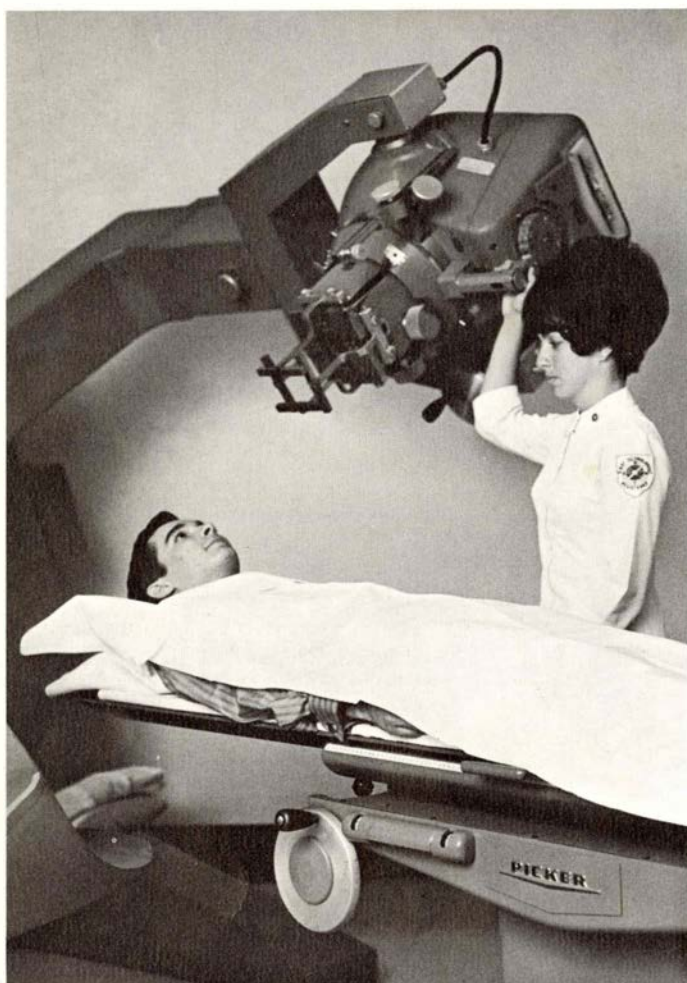


# The Most Popular Carols

Song and music have always played an important role in the Christmas celebration. Among the many well-known and loved carols and Christmas songs, a relative new-comer, "WHITE CHRISTMAS" is a traditional favorite. In 1940, the American composer, Irving Berlin, wrote the score for a Hollywood movie called "Holiday Inn." Each of the songs in the film centered around an important holiday and "WHITE CHRISTMAS" sung by Bing Crosby, became the best known. For thousands of young servicemen away from home at that time, it nostalgically recalled Christmases past and comforted them with the dream of Christmases to come. Second only to "SILENT NIGHT" in popularity, to date, 69,184,139 records and 5,079,488 copies of sheet music have been sold of this Christmas favorite and strains of "WHITE CHRISTMAS" fill the airwaves from the start to the end of the holiday season.



# A Revolution That Is Saving Lives



*The Cobalt Therapy Unit helps fight cancer but costs \$52,000.*

There is a quiet revolution going on around us. It's the hospital-medical care revolution. And it is saving lives.

For example, in 1937, one out of every seven persons suffering from cancer could be saved. Today, it is one of three.

But, like every other revolution, it has a price tag.

For example, to provide a well-equipped cancer treatment center, a hospital needs a cobalt therapy machine. Its cost . . . about \$52,000. The 3,500 curies of cobalt which are installed in the machine are contained in a small tube costing \$17,000.

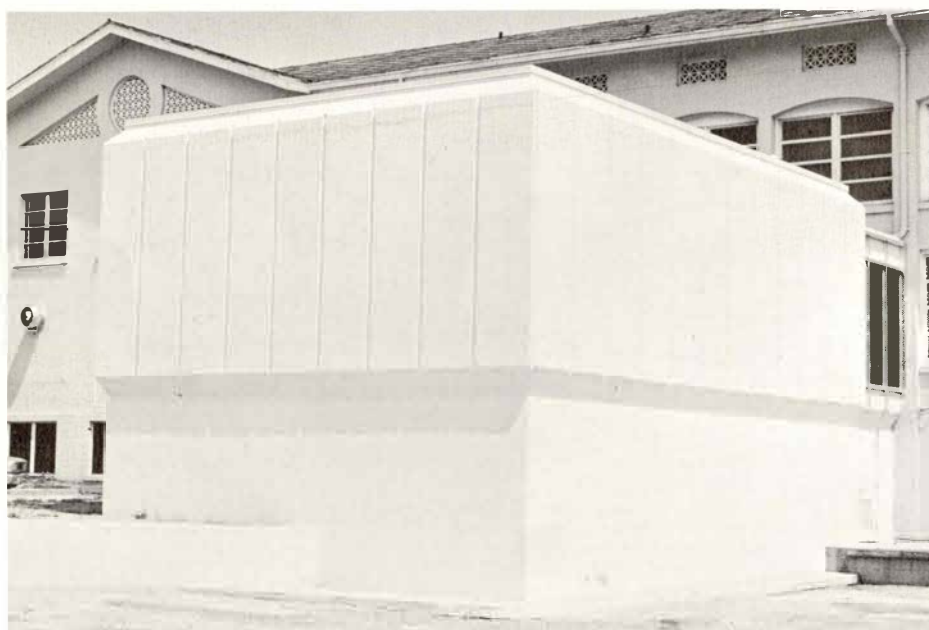
The unit is housed in a special building with three feet thick walls. And while the building is two stories high, the bottom "floor" is filled with sand to absorb the brunt of the radiation. The building's cost . . . about \$250,000.

And that is only the beginning. To operate the unit a doctor and three specially trained technicians are needed to treat 25-27 patients each day. Because of the training and knowledge these specialists have, they can demand and receive good salaries as any person with special training deserves.

The unit itself needs constant attention to keep it operating at top efficiency. For example, every five years the cobalt needs to be replaced.

In dollars and cents the unit adds up to over \$319,000 initially plus the yearly operating expenses and salaries. A major portion, if not all of this cost, must come from the patient in the form of higher hospital costs.

If one listened only to the critics of rising hospital charges, he might never know that the greatest blessings of the 20th Century are the amazing advances in hospital-medical care. Where once the hospital was a place to go to die, it is now a place to go and live — to live longer.



*A \$250,000 building is necessary to house the Cobalt Therapy Unit.*

*Photos courtesy of the Duval Medical Center.*



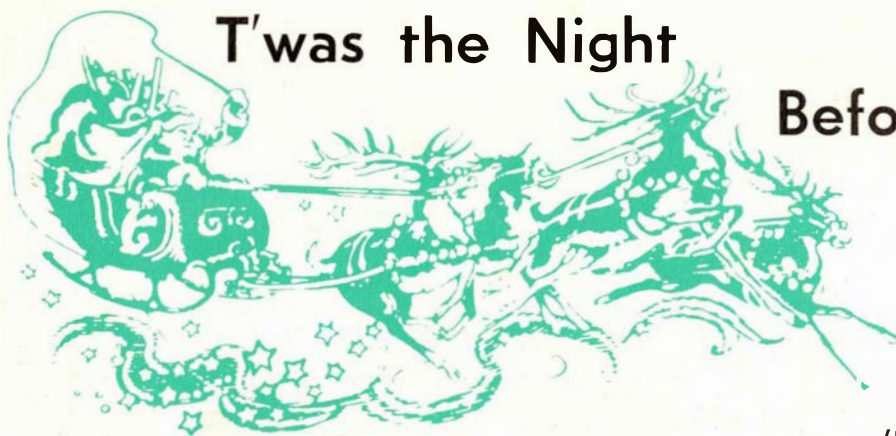


## BLUE CROSS PRESIDENT HONORED

Blue Cross of Florida President H. A. Schroder was presented the highest honor of the hospital industry in Florida at the 42nd annual meeting of the Florida Hospital Association in Hollywood, Florida on November 7.

Mr. Schroder received the annual award of merit from the Florida Hospital Education and Research Foundation for his significant contribution to the field of health services administration in the state.





# T'was the Night

## Before Christmas

(FLORIDA STYLE)

T'was the night before Christmas and all through the town,  
No noses were frozen, no snow fluttered down.  
No children in flannels were tucked into bed,  
They all wore shorty pajamas instead.  
To find wreaths of holly, t'was not very hard,  
For holly trees grew in every back yard.  
In front of the houses, Daddys and Moms  
were adorning the bushes and coconut palms.  
The sleeping kiddies were dreaming in glee,  
Hoping to find water skis under the tree.  
They all knew that Santa was well on his way,  
In a Mercedes-Benz, instead of a sleigh.  
And soon he arrived and started to work,  
He hadn't a second to linger or shirk.  
He whizzed up the highways and zoomed up the road,  
In a S-L 300, delivering his loads.  
The tropical moon gave the city a glow,  
and lighted the way for old Santa below.  
As he jumped from the auto he gave a wee chuckle,  
He was dressed in bermudas with an Ivy league buckle.  
There weren't any chimneys but that caused no gloom,  
For Santa came in through the Florida room.  
He stopped at each house, stayed only a minute,  
Emptying his sack of stuff that was in it.  
Before he departed, he treated himself  
To a glass of papaya juice upon the shelf.  
He turned with a jerk and bounced to the car  
Remembering he still had to go very far.  
He shifted the gears and stepped on the gas  
And up Highway 1 he went like a flash.  
And I heard him exclaim as he went on his way,  
"MERRY CHRISTMAS Y'ALL, I WISH I COULD STAY!"